

Rep Order# 8880265 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37577

Printed: 10/12/2012 9:21 AM  
Last Received: 10/12/2012 8:54 AM  
Showing Buylines: All Lines

1 of 7

Station KLAS-TV LAS VEGAS  
Advertiser ( ) CROSSROADS GPS  
Product ISSUE  
Estimate# 1192  
Buyer EMILY MILHOAN  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E //1192  
Flight Dates 10/12/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK  
TOTAL IS DIFFERENT ON PAPERWORK  
PLEASE ADVISE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	M-F	500A-600A	NEWS NOW AT 5	:30	\$1,200.00	10/15-10/19	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*2	F	600A-700A	MORN NEWS ROT	:30	\$1,400.00	10/12-10/12	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*3	M-F	600A-700A	MORN NEWS ROT	:30	\$1,400.00	10/15-10/19	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*4	F	700A-900A	CBS THIS MORN	:30	\$1,400.00	10/12-10/12	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*5	W-F	700A-900A	CBS THIS MORN	:30	\$1,400.00	10/17-10/19	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*6	M	700A-900A	CBS THIS MORN	:30	\$3,000.00	10/22-10/22	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*7	F	900A-1000A	LIVE WITH KELLY	:30	\$2,000.00	10/12-10/12	1	1	1	\$2,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*8	M-F	900A-1000A	LIVE WITH KELLY	:30	\$2,000.00	10/15-10/19	3	1	3	\$6,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*9	M	900A-1000A	LIVE WITH KELLY	:30	\$2,000.00	10/22-10/22	1	1	1	\$2,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*10	F	1200P-1230P	NEWS NOW AT NOON	:30	\$2,000.00	10/12-10/12	1	1	1	\$2,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*11	M-F	1200P-1230P	NEWS NOW AT NOON	:30	\$2,000.00	10/15-10/19	3	1	3	\$6,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*12	M	1200P-1230P	NEWS NOW AT NOON	:30	\$2,000.00	10/22-10/22	1	1	1	\$2,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*13	TU-F	300P-400P	ELLEN	:30	\$2,500.00	10/16-10/19	3	1	3	\$7,500.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								

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	*14	M	300P-400P	ELLEN	:30	\$2,500.00	10/22-10/22	1	1	1	\$2,500.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*15	F	400P-500P	NEWS NCW AT 4	:30	\$2,500.00	10/12-10/12	1	1	1	\$2,500.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*16	M-F	400P-500P	NEWS NCW AT 4	:30	\$2,500.00	10/15-10/19	3	1	3	\$7,500.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*17	M	400P-500P	NEWS NOW AT 4	:30	\$2,500.00	10/22-10/22	1	1	1	\$2,500.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*18	F	500P-630P	NEWS NCW ROT	:30	\$3,000.00	10/12-10/12	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*19	M-F	500P-630P	NEWS NOW ROT	:30	\$3,000.00	10/15-10/19	3	1	3	\$9,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*20	M	500P-630P	NEWS NOW ROT	:30	\$3,000.00	10/22-10/22	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*21	F	630P-700P	INSIDE EDITION	:30	\$3,500.00	10/12-10/12	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								





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	*30	TU	900P-1000P	NCIS: LA	:30	\$20,000.00	10/16-10/16	1	1	1	\$20,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*31	SA	800P-1000P	SAT PRIME MOVIE	:30	\$10,000.00	10/13-10/20	1	2	2	\$20,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*32	F	800P-900P	NCIS	:30	\$25,000.00	10/12-10/12	1	1	1	\$25,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*33	SA	930A-1230P	ACC FTBALL	:30	\$5,000.00	10/13-10/13	3	1	3	\$15,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*34	SA-SU	1100P-1135P	NEWS NOW AT 11	:30	\$2,500.00	10/20-10/21	1	1	1	\$2,500.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*35	SU	1100P-1135P	NEWS NOW AT 11	:30	\$1,500.00	10/14-10/21	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*36	SU	800A-830A	NEWS NOW SUN	:30	\$2,500.00	10/14-10/21	1	2	2	\$5,000.00	
				Sales Remark: V3 .								
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	*37	SU	500P-530P	NEWS NOW SUN AT 5	:30	\$300.00	10/14-10/21	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*38	SA	1000P-1100P	48 HOURS	:30	\$40,000.00	10/20-10/20	1	1	1	\$40,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*39	SU	1135P-1205A	GAMETIME UNLV	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*40	F	800P-900P	HAWAII FIVE O	:30	\$25,000.00	10/19-10/19	1	1	1	\$25,000.00	
				Sales Remark: V3 .								
				V3 Added								
	*41	SA	1200P-400P		:30	\$9,950.00	10/13-10/13	2	1	2	\$19,900.00	
				Buyline Comment: NCAA FOOTBALL								
				V3 Added								
	*42	F	800P-900P		:30	\$25,000.00	10/19-10/19	1	1	1	\$25,000.00	
				Buyline Comment: HAWAII FIVE O								
				V3 Added								

---REPORT TOTALS---

Report Totals: 46 / \$299,400.00

---SALES MONTHLY TOTALS---

Oct 12: 46 / \$299,400.00

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Sales Totals: 46 / \$299,400.00

Station Totals: 46 / \$299,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$998,000	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+